

# THE **TEN** ESSENTIALS

We're entering a new age of discovery, where we are exploring a world of information and possibility. Like the explorers of the past, we need to bring along a short list of essentials to help in the journey. If you practice and become comfortable with these ten things, you will be able to work your way through nearly anything.

Based on the O'Reilly book "Gamestorming" by Dave Gray, James Macanufo and Sunni Brown.



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## 2. FIRESTARTING

Where's the fire? To create anything new, you must first create a compelling challenge. Start with a question and see what it ignites.

WHAT IF...

## 5. GENERATION

When opening, populate your world with as many and as diverse a set of ideas as you can. Obey the laws of brainstorming: there are no bad ideas (yet) and stick to the topic at hand.

## 6. RANDOMIZATION

Not everything comes to us in order. Practice randomization, filling in the blank, and forced analogies to breakdown the patterns that we're all stuck in.

## 7. SKETCHING & MODEL MAKING

If it can't be drawn, it can't be done. The fastest way to make an idea concrete is to sketch it out, and you don't have to be an artist to "think on the page."

## 10. TRY SOMETHING **NEW**

You won't discover and invent new things unless you get used to taking risks and trying new things. Make it a practice to challenge yourself and you will inspire others to do the same.

## 1. OPENING & CLOSING

Give innovation its shape. Know when it's time to open, and when it's time to close. Don't try to do both at once.

## 3. ARTIFACTS and 4. SPACE

If a great idea isn't captured, does it make an impact? Use whatever you have to make ideas tangible, portable and sharable.

Walls are for working and for sharing. Any conversation of reasonable complexity needs a whiteboard.

## 8. IMPROVISATION

Brainstorm with your body and see what comes naturally. Just make sure someone is playing the role of the customer.

## 9. SELECTION

You can't do everything, and when it's time for selection, be ruthless. Start with a criteria and make choices. Vote, rank, prioritize.